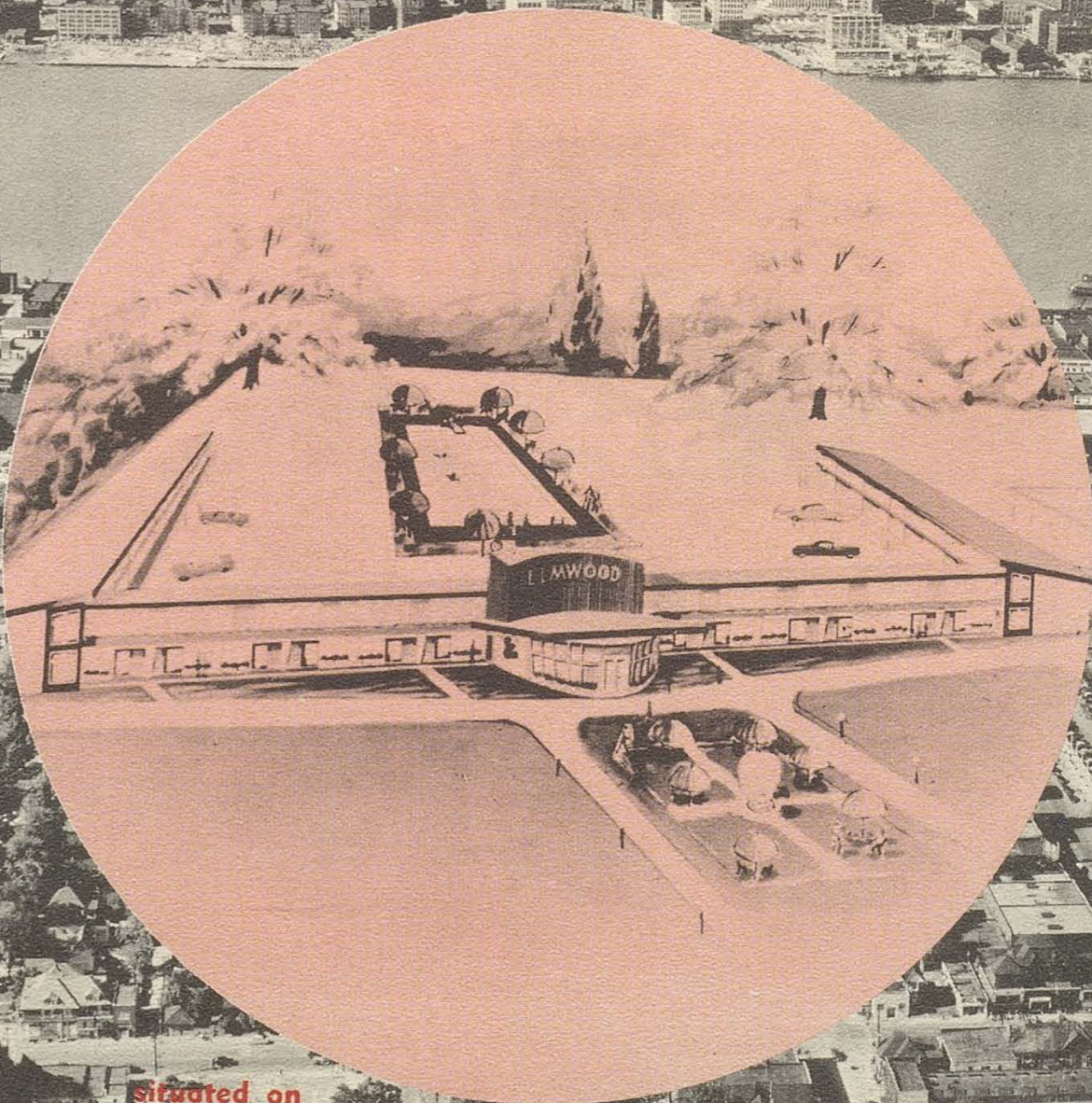


# THE *Elmwood Motor Hotel*



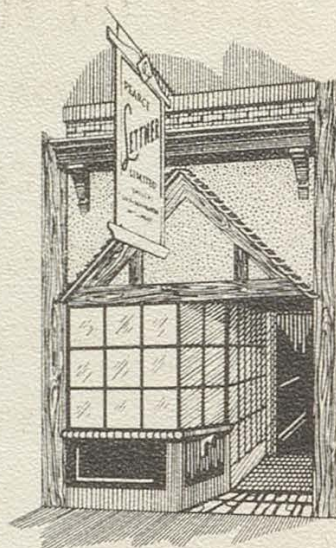
situated on

**DOUGALL ROAD**



**WINDSOR, ONTARIO**

LIKE A SHOPPING VISIT TO EUROPE



LETTNER'S

(PEARCE LETTNER LTD.)

345 OUELLETTE AVENUE

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JEWELLERS, GOLD AND SILVERSMITHS  
ANTIQUARIANS

ANTIQUE OR MODERN JEWELLERY  
AND SILVERWARE

TAX FREE IN CANADA



# Information

The following index organizes the contents of this booklet so that you may easily find all data necessary to help make your stay more pleasant.

ABOUT THE ELMWOOD CASINO	→
ELMWOOD MOTOR HOTEL SERVICES	→
CITY OF WINDSOR	→
MAP OF ESSEX COUNTY	→
WINDSOR DIRECTORY	→
VISITING DETROIT	→
MAP OF DETROIT	→
STORY ON ESSEX COUNTY	→
U.S.A. CUSTOMS INFORMATION	↓

## UNITED STATES CUSTOMS REGULATIONS

1. Once every twenty-four hours American residents are allowed \$10.00 exempted on items mailed as gifts or for personal use.
2. Once every thirty-one days they are allowed a \$200.00 duty-free exemption at estimated wholesale value, after a stay of 48 hours.
3. Once every six months American residents are allowed \$300.00 exemption at estimated wholesale value on a 12 day stay abroad. This may be used in conjunction with the \$200.00 exemption if no declaration has been made within six months.
4. Registered antique pieces may be taken into the United States duty free.  
Information for the return of alcoholic beverages to the United States may be obtained from the Ontario Liquor Retail Outlet.

*Enjoy the Ultimate  
in modern accommodation*

**THE ELMWOOD MOTOR HOTEL**

*Decorated and Furnished by*

**EATON'S OF CANADA**  
CONTRACT SALES DIVISION

# Windsor's English Shop

For  
Men and Women



ENGLISH, FRENCH AND ITALIAN IMPORTS  
A SPECIALTY

Agents for  
BURBERRY COATS

DAK TROUSERS - PETER SCOTT SWEATERS  
CASHMERE & FINE BRITISH TWEEDS A SPECIALTY

WOVEN BY  
CROMBIE, HARRIS, KYNOCK, LINTON & OTHERS

*W. J. McCance*  
AND SON LIMITED  
— IMPORTERS —

321 OUELLETTE AVENUE

CLearwater 3-6151

*Windsor, Ont., Canada*

# *Elmwood Motor Hotel*

AT YOUR SERVICE

## **DINING**

Breakfast is served from 7.30 a.m. until 9.30 a.m. Daily; Sunday from 8.30 a.m. until 10.00 a.m.

Luncheon service is in the Imperial Dining Room, featuring a business men's menu, served from 12.00 noon until 2.00 p.m.

Dinner—The Main Dining Room in the Casino commences full dining service at 6.00 p.m. — Our Cantonese Room featuring fine Cantonese food is open from 5.00 p.m. until 2.30 a.m.

Sunday Luncheon—12.00 - 2.00 p.m.

## **THE ELMWOOD FLOOR SHOW**

Special attention is shown the guests desiring to see our fabulous floor show — please inquire at desk for complete details.

## **SWIMMING POOL (Available in season)**

The thermetically heated swimming pool is for the exclusive enjoyment of our resident guests only. The water is continually circulated and filtered for your protection. May we also advise anyone desiring a swim to do so in the company of other persons. Lifeguard in attendance. Bathing caps are available at the desk.

## **TELEPHONE**

The Operator will show every courtesy in putting through your desired call. There is a charge of Ten Cents (10c) for all local calls. Long distance calls will be charged accordingly.

## **ROOM SERVICE**

Should you desire food be served in your room, please call the desk clerk, daily from 8.00 a.m. to 1.00 p.m.; Sunday until 10.30 p.m.

## **LAUNDRY**

Guests' laundry left at the desk before 9.00 a.m. will be returned by 5.00 p.m. (excepting Saturday and Sunday). Laundry lists and bags will be found in the desk drawer of your room.

Should occasion arise that the guest requires doctor's attention, please phone desk clerk. Every effort will be made to have the doctor call immediately.

## **SUPERTEST SERVICE STATION**

**GAS - OIL - POLISHING and WASHING  
LICENSED MECHANIC IN ATTENDANCE**

**CL. 2-1471**

**ACROSS THE ROAD FROM THE HOTEL**

# ABOUT THE *Elmwood Casino*

Spacious and sparkling centre of Detroit-Windsor night life, the magnificently appointed Elmwood Casino has taken its place among the world's famous entertainment spots . . . where the greatest stars of stage, screen and radio are spotlighted in lavishly staged revues . . . where delightful dance music and superb cuisine combine with incomparable hospitality to make every visit a memorable occasion.

Here in a setting of majestic splendor is found every facility for an evening of luxurious dining and gay revelry. Here, too, are unequalled accommodations for private parties and banquets with experienced personnel ready to assist in every way to make the occasion an outstanding success.

## *Stars who have appeared at the Casino*

### *Short a* **SHIRT?**

for an

**ARROW or FORSYTHE**  
all sizes and color styles

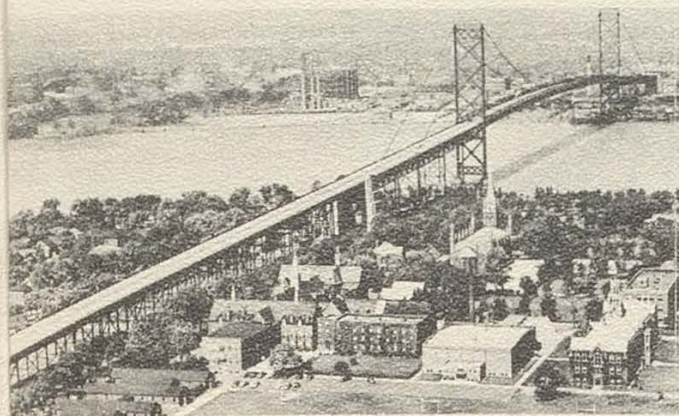
*see*

**RICHMAN CLOTHES**

**1235 OTTAWA STREET**

**CL. 2-0871**

Sophie Tucker	Victor Borge
Tommy Dorsey	Vagabonds
The 3 Suns	Liberace
Billy Daniels	Ink Spots
Xavier Cugat	Olsen & Johnson
Dorothy Shay	Robert Q. Lewis
Billy DeWolfe	Frances Langford
Joe E. Lewis	Kay Starr
Beatrice Kay	Ames Brothers
Carl Brisson	Patti Page
Eddie Peabody	Jerry Lester
Rudy Vallee	James Melton
Mills Brothers	Joe E. Howard
Harmonicats	Ted Lewis
Buddy Lester	Janis Paige
Lecuona Cuban Boys	Larry Storch
Juanita Hall	Tony Pastor
Frank Libuse	Darvas & Julia
Phil Foster	Sammy Davis Jr.
Sam Levinson	Marion Marlowe
Nelson Eddy	Hildegard
Dick Shawn	Jackie Kannon



Ambassador Bridge, world's largest international span, as seen from the Canadian end. Assumption University building.



Hiram Walker Museum keeps alive the history of Canada's oldest white settlement away from tidewater.



Be sure to see how cars are made when you come to this automotive capital of Canada.

# WINDSOR

## *places of interest*

It is the pattern of history that great cities develop along the shores of great rivers. Windsor, Ontario, on the south shore of the Detroit River is no exception. Yesterday it was the home of French Explorer, Indian and British soldier; today it is Canada's fifth industrial centre.

Windsor has often been called the city which put Canada on wheels. Ford of Canada was organized here in 1904 and the staff of 17 assembled 117 cars during the first year in the former Walkerville Wagon Works. Several years after Ford, the Chrysler Corporation of Canada Ltd., began operations and has become the city's largest company.

One of the oldest and perhaps the best known companies in the city, is Hiram Walker & Sons Ltd. In 1858, Hiram Walker built a steam flouring mill and distillery, and thus began one of the greatest careers in this area.

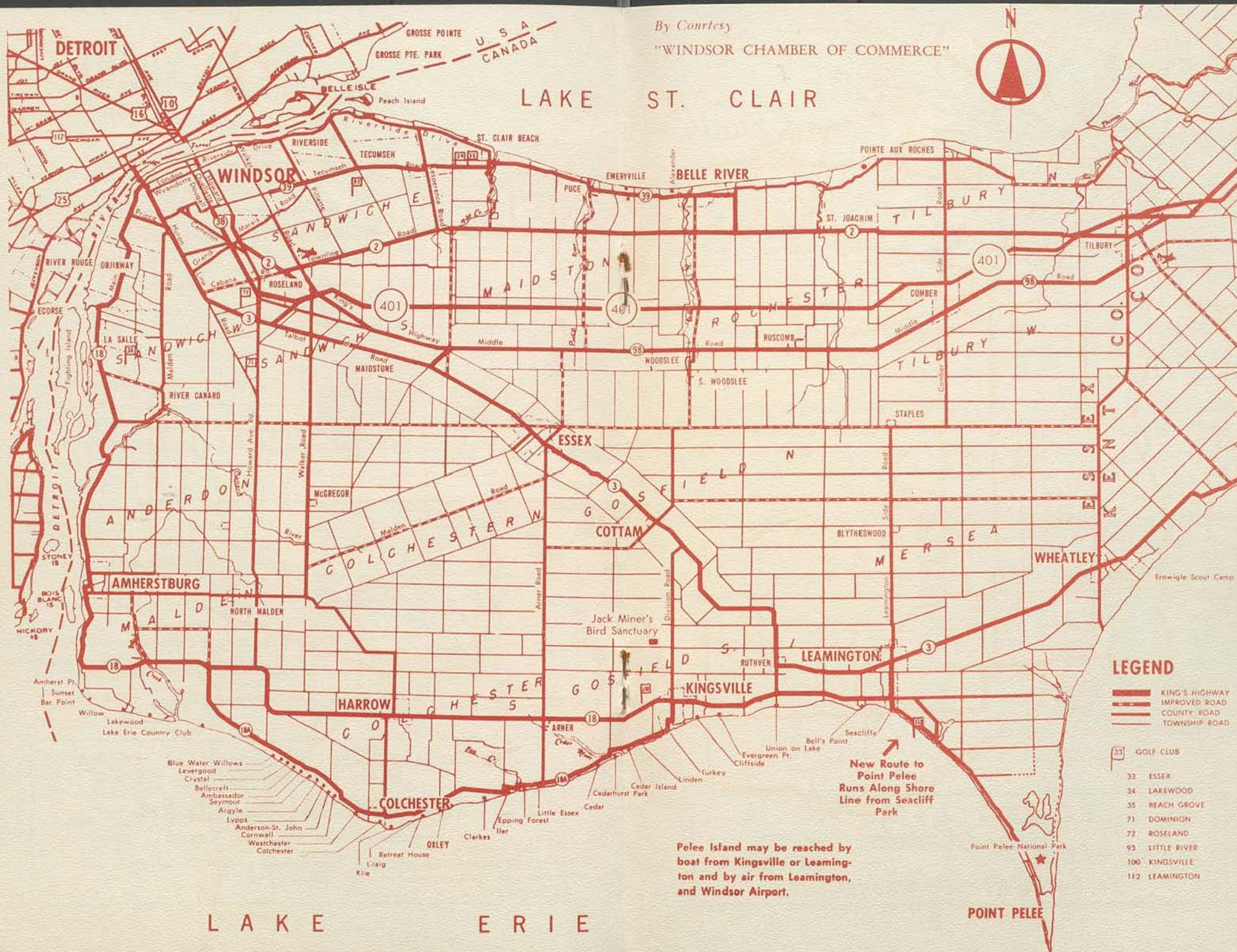
Perhaps the most unusual factor of this area, is the ease with which one can cross our friendly borders. It takes but a few moments to cross into a foreign country.

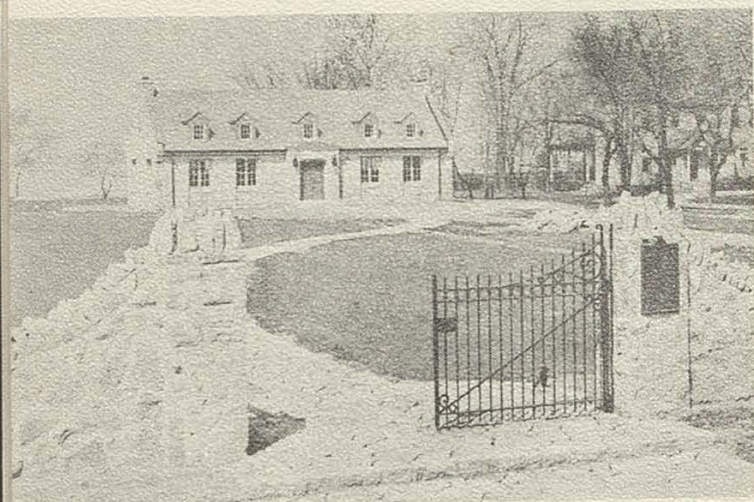
... for Grandpa and Grandma ... for Uncle and Aunt ... for Mom  
and Dad ... for Brother and Sis

**RED ROBIN 331 Ouellette Ave.**

**is your Family Shopping Centre!**

*Windsor's Largest Store Devoted Exclusively to Women's and  
and Children's Wear*





## Essex County

*Historic Fort Malden, a few miles away at Amherstburg, was a British bastion during the War of 1812.*

When millions of people spend their holidays somewhere, you know that "somewhere" must be a very special place. Last year over 5,000,000 persons found that Essex County could give them everything they looked for in a vacation.

Essex County is well named the "Sun Parlour of Canada". Geographically it is the most southern part of Canada, in fact one of its cities (Windsor) is actually south of the United States. The County itself lies south of the northern border of the State of California. Because of the moderate climate, and being bounded on three sides by water, Lakes St. Clair and Erie and the Detroit River, and having over 120 miles of waterfront, with many fine beaches, Essex County is ideal for swimming and other water sports.

Point Pelee National Park, near the town of Leamington, is famous for its natural wildlife setting. It has a remarkable variety of plant and birdlife. Incidentally, one of the most outstanding sights occurs at the park during the early part of the Fall. Thousands, upon thousands of Monarch butterflies gather at the point of the park, for their annual migration south. The park is also well known for its picnic facilities and miles of sandy beaches.

**IT'S**

*Lady Borden*

**ICE CREAM**

*Exclusively at the Elmwood*

The Town of Leamington is located near the Park, and has become known as the Tomato Capital of the World. Each year in early September a National Tomato Festival is held commemorating the importance of this fruit to the County of Essex.

Not far from Leamington, near the town of Kingsville, is one of Canada's greatest tourist attractions. It is the Jack Miner's Bird Sanctuary, known throughout the world. It was founded over fifty years ago by the late Jack Miner who was honoured by his late Majesty King George VI with the Order of the British Empire in recognition of his efforts in wildlife conservation. Birds may be seen in the greatest numbers during the migration periods of early April and early November.

For those historically inclined there is the Fort Malden National Historic Park, in the beautiful town of Amherstburg. The Park contains two museums, in one of which are stored an amazing collection of historical relics depicting the times when four different groups held sway in the district . . . Indians, French, British and Americans. The other Museum covers the outstanding marine events of the great lakes.

These are just a few of the interesting items to keep the visitor occupied while visiting the "Sun Parlour of Canada" Essex County. More detailed information about Essex County can be obtained by writing to the Essex County Tourist Association, 1007 Canada Building, Ouellette Avenue, Windsor, Ontario.

*World famous Jack Miner Bird  
Sanctuary near Windsor is a tourist  
attraction second only to  
Niagara Falls.*



## HOLMES DRUGS

MAGAZINES  
SUNDRIES  
TOBACCO

CL. 3-9513

Corner Pellisier and Tecumseh Sts.



Every fall, National Football League games of the Detroit Lions draw thousands of fans from the Canadian side of the river.



If you come to Windsor in the hockey season, National Hockey League games are only a few minutes away at Olympia in Detroit.

## Visiting Detroit

"Dynamic Detroit" the wonder city of the modern world, is a must for every type of traveler. Situated in the heart of the Great Lakes region, this little settlement which Cadillac founded more than two hundred and fifty years ago, has grown to a metropolitan population of 3,670,000.

To many people Detroit is considered the "Motor Capital" of the world, however, it must also be recognized as a great centre of diversified industry. Fascinating as is the industrial picture, Detroit has even more attractive facets in the marvelous educational, cultural and scenic fields. The visitor could spend days in the museums and universities, the libraries and art institutes.

Space will not permit us to cover all the wonderful sights in the Detroit area, but there is one we feel we should mention. The Henry Ford Museum and Greenfield Village, located just outside of Detroit, is one of the greatest living monuments to American men of achievement. It pays tribute to the great men whose inventive genius has contributed to the progress of the world. It contains such things as, Henry Ford's birthplace, the Wright Brothers' Cycle Shop, the Edison Laboratories, 170 antique and modern automobiles, and these are just a few of the many interesting items located there.

Detroit may be reached by passenger car, either by the Ambassador Bridge, or the Detroit-Canada Tunnel. A 24 hour bus passenger service is offered by the Tunnel, and connects downtown Windsor to downtown Detroit.

Further information regarding a trip to Detroit may be obtained from our desk. Please do not hesitate to ask us to help in any way to make your stay more enjoyable.

Detroit-Windsor Tunnel links downtown areas of two cities. Cars make the trip in six to eight minutes.

Briggs Stadium, home of the Detroit Tigers of the American League, is only a short distance from downtown Windsor.



# GUEST's Guide to The Heart of Detroit

## Detroit Hotel Assn.

- A. Abington
- B. Belcrest
- C. Clifford
- D. Detroit Leland
- E. Detroliter
- F. Fort Shelby
- G. Fort Wayne
- H. Imperial
- I. Lee Plaza
- J. Norton
- K. Park Avenue
- L. Park Shelton
- M. Royal Palm
- N. Sheraton-Cadillac
- O. Statler
- P. Strathmore
- Q. Tuller
- R. Savarine
- S. Wilshire
- T. Wolverine
- U. Briggs

## Theatres, Stadia

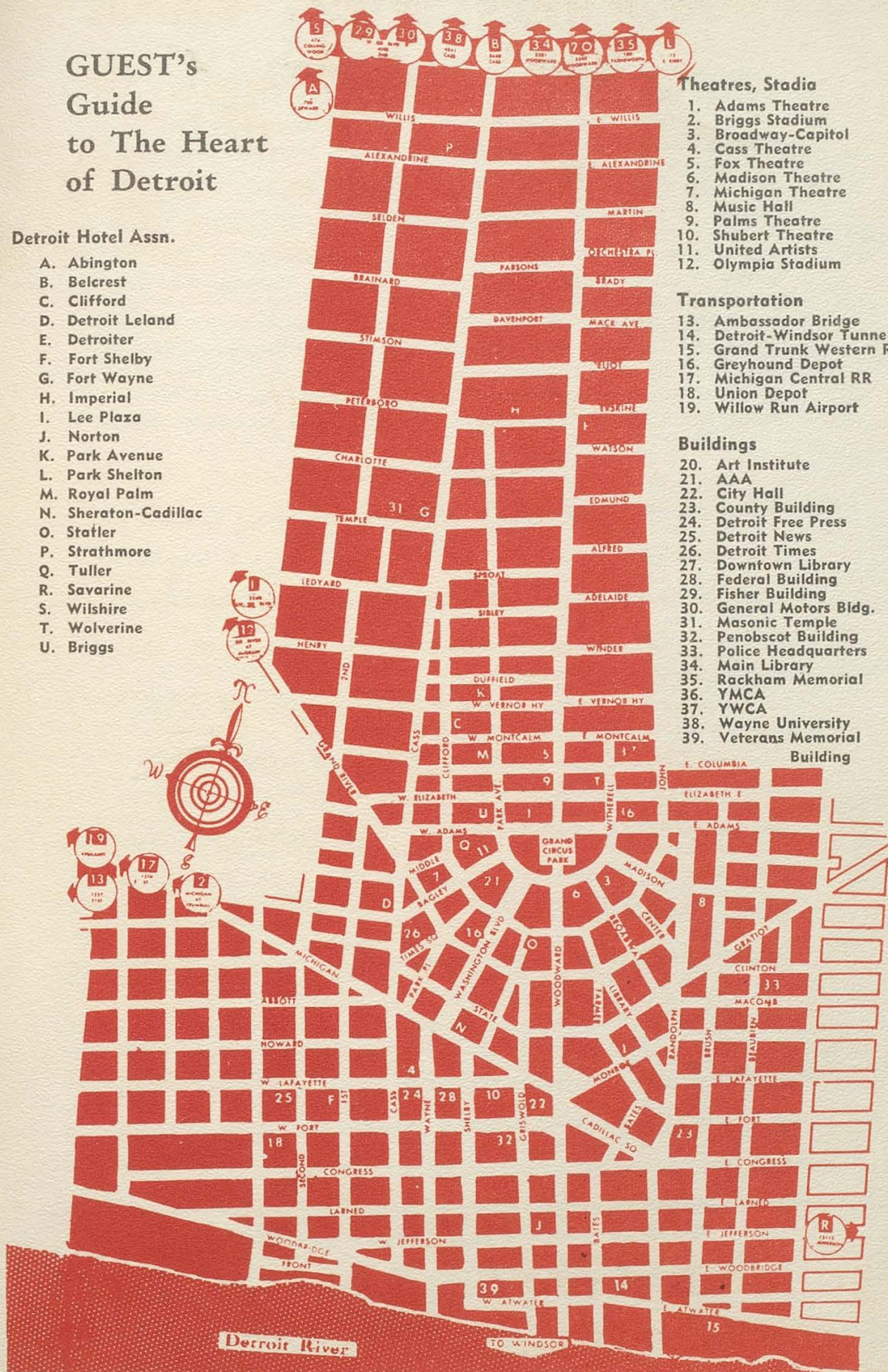
1. Adams Theatre
2. Briggs Stadium
3. Broadway-Capitol
4. Cass Theatre
5. Fox Theatre
6. Madison Theatre
7. Michigan Theatre
8. Music Hall
9. Palms Theatre
10. Shubert Theatre
11. United Artists
12. Olympia Stadium

## Transportation

13. Ambassador Bridge
14. Detroit-Windsor Tunnel
15. Grand Trunk Western RR
16. Greyhound Depot
17. Michigan Central RR
18. Union Depot
19. Willow Run Airport

## Buildings

20. Art Institute
21. AAA
22. City Hall
23. County Building
24. Detroit Free Press
25. Detroit News
26. Detroit Times
27. Downtown Library
28. Federal Building
29. Fisher Building
30. General Motors Bldg.
31. Masonic Temple
32. Penobscot Building
33. Police Headquarters
34. Main Library
35. Rackham Memorial
36. YMCA
37. YWCA
38. Wayne University
39. Veterans Memorial Building



# DIRECTORY

## SERVICE CLUBS IN WINDSOR

- B'NAI BRITH**—Elmwood Casino, 1st and 3rd Mondays, 9.00 p.m.  
**CIVITAN CLUB**—Prince Edward, every 2nd Wednesday at 6.30 p.m.  
**KINSMEN CLUB**—Norton-Palmer Hotel, 6.30 p.m., every second and fourth Tuesday.  
**KIWANIS CLUB**—Prince Edward Hotel, 12.05 p.m., Tuesday.  
**JUNIOR CHAMBER OF COMMERCE**—Norton-Palmer Hotel, 6.30 p.m., every third Monday.  
**LIONS CLUB**—Norton-Palmer Hotel, 6.30 p.m., Wednesday.  
**OPTIMIST CLUB**—Norton-Palmer Hotel, 12.15 p.m., Thursday, 6.30 p.m., third Thursday.  
**PILOT CLUB**—Norton-Palmer Hotel, 6.00 p.m., 3rd Monday.  
**RICHELIEU SOCIETY**—Norton-Palmer Hotel, alternate Thursdays 6.30 p.m.  
**ROTARY CLUB**—Prince Edward Hotel, 12.15 p.m., Monday.  
**SERTOMA CLUB**—Norton-Palmer Hotel, 6.30 p.m., Monday.  
**SOROPTIMIST CLUB**—Every fourth Thursday. Dinner meeting at Manor, 6.30 p.m.

## WINDSOR AREA

### GOLF CLUBS

- DOMINION GOLF AND COUNTRY CLUB**—Howard Avenue, Oldcastle — Phone CL. 2-8811. A nine-hole public golf course.  
**LAKEWOOD GOLF CLUB**—St. Clair Beach—Phone Tecumseh SE. 5-9977. An 18-hole public golf course.  
**LITTLE RIVER GOLF AND COUNTRY CLUB**—Lauzon Road — Phone WH. 5-3912. A nine-hole semi-public golf course.  
**ROSELAND GOLF AND COUNTRY CLUB**—R.R. No. 1, Dougall Rd.—Phone CL. 3-9561. An eighteen-hole semi-public golf course.  
**WOODALL GOLF RANGE**—2450 Dougall Road across from shopping centre —Phone CL. 3-9480. Golf range, 18-hole par 3 pitch 'n put course. 18-hole miniature course. Indoor golf school.

## CHURCHES IN DOWNTOWN WINDSOR

- ANGLICAN, ALL SAINTS' CHURCH**—330 Windsor Ave. Sunday Services, 11.00 a.m., 7.00 p.m. Communion, 8.00 a.m.  
**UNITED, CENTRAL UNITED CHURCH**—628 Ouellette Ave. Sunday Services, 11.00 a.m., 7.30 p.m. (Except July and August.)  
**BAPTIST, \*TEMPLE BAPTIST CHURCH**—664 Victoria Ave. Sunday Services, 11.00 a.m., 7.30 p.m. (Closed during July.)  
**BETHEL PENTECOSTAL CHURCH**—London and Bruce. Sunday Services, 11.00 a.m., 7.00 p.m. Sunday School at 10.00 a.m.  
**HEBREW, SHAAR HASHOMAYIM SYNAGOGUE**—115 Giles Blvd. E. Saturday Services, 9.00 a.m. Weekday Services, 7.30 a.m. Sunday Services, 9.00 a.m. Evening Services at Sunset.  
**LUTHERAN, FIRST LUTHERAN CHURCH**—1184 Victoria Ave. Sunday Services, 11.00 a.m. Order of Matins, 8.45 a.m. Morning Worship in German, 9.45.  
**PRESBYTERIAN, \*ST. ANDREWS CHURCH**—405 Victoria Ave. Sunday Services, 11.00 a.m., 7.30 p.m. (Closed during August.)  
**ROMAN CATHOLIC, ST. ALPHONSUS CHURCH**—85 Park St. E. Sunday Mass, 7.00 a.m., 8.00 a.m., 9.15 a.m., 11.00 a.m., 12.00 noon.  
**ROMAN CATHOLIC CHURCH**—Victoria and Tecumseh.

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**LABATTS CRYSTAL LAGER  
BREWERY LTD.**

**LONDON**

**ONTARIO**

# *The Beachcomber Lounge*

Relaxing in the soothing, leisurely atmosphere of the Elmwood Casino's superlative Beachcomber Lounge is a sure cure for frayed nerves, overworked tempers or just plain weariness.

Providing a pleasant South Seas atmosphere, the Beachcomber Lounge adjoins the Elmwood Motor Hotel and is the perfect gathering place for informal meetings and small talk.

A tropical waterfall flows down rocks the full length of the Lounge's huge, free-form bar. It makes a magnificent background setting for the easy atmosphere of the room.

Your favorite beverages will be expertly mixed by barmen long trained in the rigid Elmwood tradition of perfection.

It's a refreshing pause in the day's and night's activities that you won't want to miss, this visit to the magnificent Beachcomber Lounge.

## AND OUR FABULOUS

# *Cantonese Dining Room*

For a real adventure in eating, we heartily recommend dining in the Elmwood Casino's Cantonese Room.

Here, in Far Eastern splendor, are served exotic Oriental delicacies prepared by skilled Cantonese chefs.

Sure to delight your palate are such magnificent dishes as Tahitian shrimp feast, beef mandarin style, lobster Cantonese, soo chow scallops or any one of a host of other appetizing Cantonese creations.

For the uninitiated making an initial venture into the delightful world of Cantonese cookery, rest assured that the finest ingredients go into these delectable dishes.

Wat guy, for example, consists simply of tender spring chicken expertly boned, rolled into shape and oven browned with rare Cantonese spices and wine. The chicken is then sliced and garnished with Chinese mushrooms, water chestnuts and bamboo shoots.

For an even more zestful culinary adventure, try the dinners for two or four. You will be served an amazing array of exotic dishes, that you share with others at your table in a true Far Eastern feast.

**SOUTH WINDSOR TAXI**

**DIRECT TO DETROIT  
STAND AT THE CASINO**

**CL. 3-3588**

LAZARE'S — FAMOUS FOR FINE CANADIAN FURS



Superb fashions for both  
at home and abroad . . .  
wraps for day and after-dark  
wear . . . from Lazare's —  
where quality at special  
prices has been a tradition  
for a third of a century.

*U.S. Funds Accepted at Par on Presentation of this Advertisement.*

**LAZARE'S FURS LTD.**

*Western Ontario's Largest Furriers*

**AT 493 OUELLETTE — OPPOSITE PEDESTRIAN TUNNEL EXIT**